

# ORDER



**Orders**  
**Order / Rev:** 716644  
**Alt Order #:** 06337134  
**Product Desc:** MN UNITED  
**Estimate:** MN UNITED  
**Flight Dates:** 10/01/12 - 10/07/12  
**Original Date / Rev:** 09/25/12 / 09/25/12  
**Order Type:** Political

**KARE**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Media Strategies & Research/ POL  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Minnesota United for All Families  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	69	\$66,400.00	\$56,440.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	69	\$66,400.00	\$56,440.00	0.00
<b>Totals</b>	<b>69</b>	<b>\$66,400.00</b>	<b>\$56,440.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	25%	\$66,400.00
Market	100%	\$265,600.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	15%	\$39,840.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	2%	\$5,312.00
KSTP	21%	\$55,776.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	32%	\$84,992.00
WFTC	5%	\$13,280.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/01/12	10/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11111--					5	\$275.00		0.00			
E 2	KARE	10/01/12	10/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	1-1-1--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-1-1--					3	\$1,000.00		0.00			
E 3	KARE	10/01/12	10/05/12	Today Show Today Show	CM	7-9a	33333--	:30	15	\$650.00	P-2	0.00	NM	15	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	33333--					15	\$650.00		0.00			
E 4	KARE	10/06/12	10/06/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$750.00		0.00			
E 5	KARE	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$350.00		0.00			
E 6	KARE	10/02/12	10/02/12	M-F 9-10a TODAY	CM	9-10a	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$350.00		0.00			
E 7	KARE	10/04/12	10/04/12	M-F 10-11a TODAY	CM	10-11a	---T---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$150.00		0.00			
E 8	KARE	10/01/12	10/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	1---1--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1---1--					2	\$150.00		0.00			
E 9	KARE	10/02/12	10/04/12	M-F 2-3p The Doctors	CM	2P-3P	-1-1---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-1---					2	\$175.00		0.00			
E 10	KARE	10/01/12	10/05/12	M-F 3-4p DR OZ	CM	3-4p	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11111--					5	\$450.00		0.00			
E 11	KARE	10/01/12	10/05/12	M-F 430-5p Jeopardy	CM	430-5P	11111--	:30	5	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11111--					5	\$1,100.00		0.00			
E 12	KARE	10/01/12	10/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11111--					5	\$275.00		0.00			
E 13	KARE	10/01/12	10/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	11111--	:30	5	\$1,750.00	P-2	0.00	NM	5	\$8,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11111--					5	\$1,750.00		0.00			
E 14	KARE	10/01/12	10/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11111--					5	\$1,500.00		0.00			
E 15	KARE	10/06/12	10/06/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 15	KARE	10/06/12	10/06/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$850.00		0.00			
E 16	KARE	10/07/12	10/07/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$1,100.00		0.00			
E 17	KARE	10/02/12	10/03/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-11----	:30	2	\$2,100.00	P-2	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-11----		2				\$2,100.00		0.00			
E 18	KARE	10/06/12	10/06/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$750.00		0.00			
E 19	KARE	10/01/12	10/01/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$5,500.00		0.00			
E 20	KARE	10/05/12	10/05/12	Fri Prime DATELINE	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$2,000.00		0.00			
E 21	KARE	10/02/12	10/04/12	M-F 10-1035p KARE News 10p	CM	10-1035P	-111---	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-111---		3				\$2,250.00		0.00			
E 22	KARE	10/06/12	10/06/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$2,000.00		0.00			
E 23	KARE	10/01/12	10/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	1---1--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1---1--		2				\$750.00		0.00			
Totals													69	\$66,400.00	